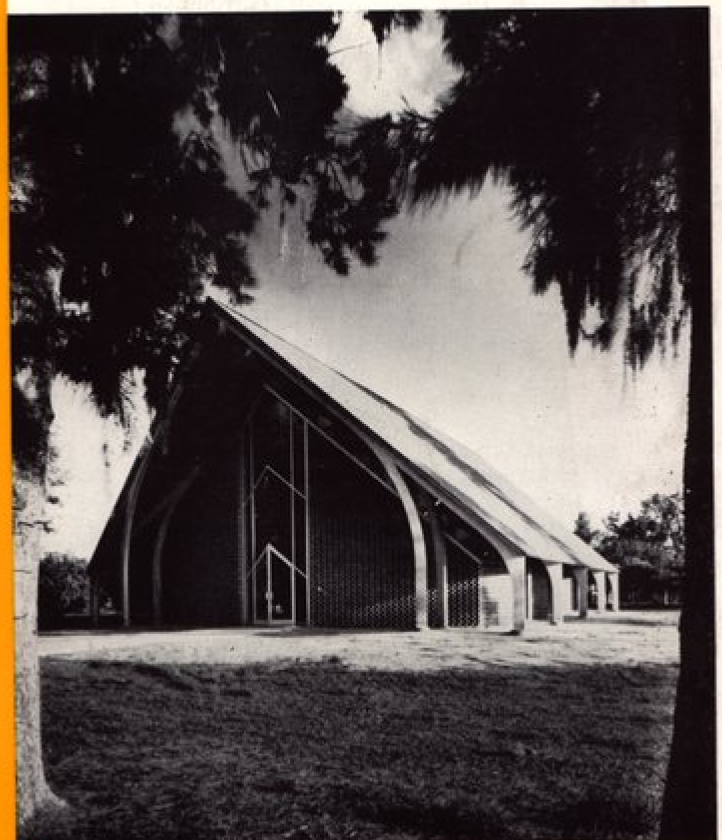
December
1957



Alexander Georges

Conclave at Clearwater...

It set a record -- for attendance and interest -- and a new high standard for conventions of the future. The red coats of the committee may have begun a new tradition; and from it a new exhibit tour will publicize Florida Architecture by Florida Architects . . .

43rd FAA CONVENTION REPORT ISSUE



OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS

The Florida Architect

VOLUME 7 DECEMBER, 1957 No. 12

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THE COVER

By no means the least important part of any FAA Convention is the exhibit of architects' work which, for the past several years, has formed part of the backdrop for overall Convention activities. Four years ago the exhibit held at St. Petersburg was the basis for a traveling show which was three years on the road and became international in scope. This year, 18 of the exhibit panels were chosen for a similar tour. Among them was the Bee Ridge Presbyterian Church, designed by Victor A. Lundy and given the FAA Design Honor Award this year.

PUBLICATION COMMITTEE — H. Samuel Krusé, Chairman, G. Clinton Gamble, T. Trip Russell. Editor — Roger W. Sherman.

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Orick Comments on P/R

George T. Orick, Public Relations Coordinator of the AIA, spoke briefly from the floor during Friday's business meeting relative to the report of the FAA's Committee on Public Relations

The problem of public relations is mostly a local one. There is no national image of an architect that can be created that cannot be destroyed or enhanced at the local level.

Working with our counsel and associates we could create, I suppose, by standard propaganda techniques if you will, a national image of an architect as a very desirable, lovable, indispensible man. But it is not worth a darn if you fail at the local level. Your chapters, state and regional public relations programs are all-important, particularly what is done at chapter levels. More important still is what you people are to the various publics you meet in the course of your work — in the course of business-getting and in the course of community activity.

There is a kind of peculiar paranoia among architects that has somewhat disturbed me during these past few months or a year. It takes the form of an insistence by architects that newspapers in their communities are ignoring them. They are not given proper space in newspaper columns because they do not advertise.

The motives for advertising are two, usually. You want people to know about yourself; or you want to gain a competitive advantage in the business sense. I think architects feel both motives to some extent. Let's talk about the second one for a minute.

In a competitive way, there is a creature called "Package Dealer" who is a threat to your breakfast. You cannot out-advertise him.

A week or two ago I took copies of *Fortune Magazine* — the September and October issues of this year — and totalled up both issues. I found there were 30 full pages of advertising of package dealers at the national level. At an average cost of $5,000 a page, that means $150,000 in one magazine — not to mention *Time, Newsweek* or the *Wall Street Journal*. That is all done by one group. You cannot compete with that kind of expenditure; you do not have it.

Another thing on that point is that you cannot buy good-will and professional status with advertising, especially the latter. You sacrifice your professional status when you advertise. It is a good thing to forget about advertising, really.

The newspapers do not ignore you if you do not advertise. They very often ignore you or do not carry your stuff because they see no newsvalue in it. Sometime, when you think it is news, it actually is not.

I suggest, perhaps, conversations with the editors of your papers from time to time, asking them, after you tell them what you are doing: "What is news value; what shall we do?" At the chapter level a good susgestion is — if you can afford it — to obtain a professional operative on a free-lance basis.

This talk of research that Mr. Pooley was talking about* has very exciting possibilities. Frankly, at the national level, I blush to admit we do not know a darn thing, really, about the public's attitude toward architects and architecture other than what we surmise and determine through conversation with members of the public. We just have not had that kind of research. I rather suspect, if it is going to come, it is a very good thing. It has to be started through a chapter or through an association,

This has great possibilities to determine through some sort of impartial research what people think about you, how people feel about how you feel about yourselves. It takes many forms. I would certainly encourage that sort of activity.

(Continued on Page 4)

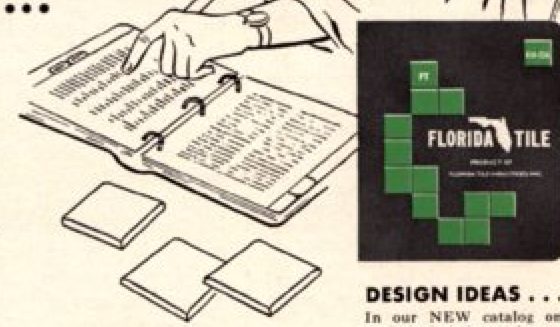
Roy M. Pooley, Jr., FAA Public Relations Committee Chairman, proposed the idea that the FAA retain a professional research consultant to conduct a state-wide study of the public's understanding of and reaction to architects. The study would form the basis for a program of specific P/R activity designed to overcome misconceptions uncovered by such a survey.



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FLORIDA TILE

Orick on P/R...

(Continued from Page 2)

Performance is public relations. The two are synonomous and inseparable. The attitude that people have toward you, the reception they show you, the receptivity in communities and nationally is nothing more than a mosaic of individual impressions that you leave with your public and with the individual people with whom you deal.

I do not want to get into the realm of performance. I am certainly not qualified to talk here on that subject. But every time your estimates are wrong by ten per cent, somebody forms an unfavorable impression of architects in general. Every time supervision is not correct on a job, somebody gets an unfavorable impression which will hurt you later on.

To that extent, no amount of publicity, no amount of story-telling or advertising can offset poor performance.

Kruse' Elected President

At the final business session, Saturday, November 9, 1957, of the 43rd Annual FAA Convention, H. SAMUEL KRUSE', Florida South Chapter, was elected as President of the FAA. He succeeds EDGAR S. WORTMAN, Palm Beach Chapter, and will assume active duties of his new office January 1.

Krusé served during 1957 as Secretary of the FAA, a post which will be held during 1958 by ERNEST T. H. BOWEN, II, Florida Central Chapter. MORTON T. IRONMONGER, Broward County Chapter, was re-elected for a fourth term as FAA Treasurer.

Delegates elected ARTHUR LEE CAMPBELL, Florida North Chapter as Vice-president of the FAA North District to replace FRANKLIN S. BUNCH who resigned as of the end of this year due to his appointment, by Governor LEROY COLLINS as a member of the State Board of Architecture. In replacing Bunch, Campbell will assume the role of the FAA's First Vice-president, since he will take over the office slated for that position next year. Second Vice-president is WILLIAM B. HARVARD, Florida Central Chapter, whose term does not expire for another two years. Third Vice-president, elected to fill the expired term of JOHN STETSON, is VERNER JOHNSON, Florida South Chapter.

The new FAA president will bring a substantial background of organizational experience to his new office. A corporate member of the AIA since 1949, he has served the Florida South Chapter as a director, vice-president and president after activity on a number of chapter committees. For the past two years he has been Chairman of the FAA Publications Committee and is rounding out a term also as Secretary of the FAA and a member of the Executive Committee of the FAA Board of Directors.



H. Samuel Krusé, Florida South Chapter AIA, will assume duties of the FAA Presidency January 1, 1958.

Since 1951 Krusé has been a partner in the Miami firm of WATSON & DEUTSCHMAN, architects and engineers, and previously conducted his own architectural office in Chicago and Centralia, Illinois. Born in St. Louis, Mo., in 1911, Krusé was graduated with a B.S. Arch. from the University of Illinois and subsequently studied at the Illinois graduate school and the Bauhaus School of Design in Chicago. He is a member of Alpha Rho Chi, holds a commission in the U.S. Army Reserve with rank of Lt. Col. and is a life member of the Reserve Officers Assoc. Married, he is the father of three children.



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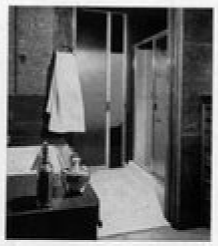
GUESTS SENSE THE NOTE OF LUXURY in this dining room view wall of 10' Ador sliding glass door.



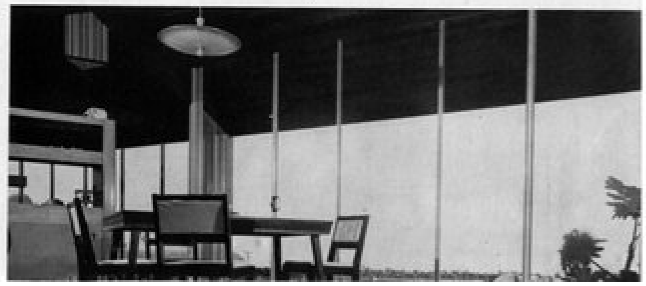
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The Business of The Convention

To say, simply, that the 43rd Annual FAA Convention was a success would be a masterpiece of understatement. With a total registration of 543 it was the largest ever. Convention speakers were paid the compliment of packed houses; and attendance at seminars established a new FAA record. With the size of all convention functions soaring over estimates of both Committee and hotel officials, it was evident that every conventioneer enjoyed every phase of the program; and it is quite as evident that this 1957 conclave set a new high standard in terms of size, program, spirit and results.

THURSDAY, NOVEMBER 7:

The meeting opened at 10:00 and after an invocation by REV. COCHRANE, of the Peace Memorial Church, Clearwater, FAA President EDGAR S. WORTMAN reported briefly on FAA activities and general progress during the past year. He paid tribute to accomplishments of various FAA committees, touched on the establishment of an FAA headquarters office in Miami's new Du Pont Plaza building early next year.

Secretary H. SAMUEL KRUSE' then presented his report which contained recommendations to the effect that standard operating procedures be established relative to offices of FAA and Chapter secretaries in order to facilitate communication and improve routines of association business.

The Chairman outlined a new election procedure which would schedule nominations for new officers on the first Convention day, establish a ballot-voting routine off the Convention floor and permit announcement of new officers at the beginning of the final Convention session—the object being to routinize election procedure and save time during Convention business sessions. Delegates approved the plan for initial use during the 1958 Convention.

Vice-president JOHN STETSON amplified his previously-published report on "Relations with the Construction Industry" by commenting, as chairman of the Joint Cooperative Committee, FAA-AGC-FES, on the meeting of that group held Wednesday, November 6. He indicated that this group was actively pursuing the points outlined in his report.

FRIDAY, NOVEMBER 8:

The meeting opened at 10:30 AM with President WORTMAN presiding. SANFORD W. GOIN, FAIA, offered a supplement to the previously-printed report of the Education Committee by reading a letter from ROBERT E. GALLISON, Asst. Prof. of architecture, U/F, suggesting that a thesis on "A Refresher Course in Industrial Design" be printed under subsidy of the FAA for subsequent sale by the author. The Committee recommended favorable action as possible by the FAA Board of Directors.

The report of the Legislative Committee, not previously published, was presented by Chairman JAMES K. POWNALL as follows:

One year ago, at the last Convention of the FAA, $6,000 was established as a budget for the Legislative Committee's activities during the 1957 session of the State Legislature. This amount was principally to be used as fee and expenses for a representative of the Association at the session.

As you know, in previous years this function was performed by our legal counsel, Benmont Tench. However, his circumstances did not permit a continuance of the arrangement.

After a thorough survey of talent available for such a position, it was determined that the minimum fee for a proper representative at the session would be $7,500, plus expenses, or an estimated total in excess of $9,000.

Our Executive Secretary, although heavily burdened with ever-increasing work load of his office which included the inflexible demand of our publication—and in spite of no previous experience in this field—spent the necessary ten weeks in Talla-

(Continued on Page 8)



Flanked by Redcoats of the Florida Central Chapter, Hon. Lewis Homer, Mayor of Clearwater, cuts the traditional ribbon to open the Products Exhibit of the 43rd FAA Convention. Left to right are: Robert H. Levison, Convention chairman, Joseph L. Coggan, Mayor Homer, Anthony L. Pullara, and Ernest T. H. Bowen, II.

Convention Report . . .

(Continued from Page 7)

hassee. During this time, a total of 3,596 bills were introduced in the House and Senate, many of which in one way or another would affect the practice of our profession or the construction industry in general.

To emphasize the importance and seriousness of the precarious position of the public in general and our profession in particular, I want to read one short bill that was introduced on April 25, 1957. This bill is entitled Senate Bill 549. It was introduced in the house late, April 25, 1957, and referred immediately to the committee on General Legislation and approved out of committee next morning by nine o'clock. It was one of those things.

It is entitled "*An Act Related to School Plants, Amending Chapter 235, Florida Statutes, providing for standard building plans for various types of school building architecture*". The meat of it is:

"*Building plans*: 1—*The State Board of Education will make available architectural plans for all types of county school buildings. There shall be two sets of standard plans for elementary, junior high and senior high and consolidated schools. All plans and specifications shall be furnished to any school board upon its request. These plans shall be furnished at no expense to the county.*

"*The State Board of Education shall furnish three architectural inspectors for any building constructed according to plans and specifications furnished by the Board at no expense to the county.*

"*These plans will be drawn taking into consideration the various climatic conditions of the county.*"

That is exactly the sort of thing the Legislative Committee has, in the past, been fighting—finding these things out. This bill, among others, was prevented from becoming law principally through the splendid efforts of our Executive Secretary Sherman, in cooperation with those members of the Legislative Committee called on to assist.

Our total cost during the session was less than $4,000, of which amount $3,317.04 was our representative expense and $620, approximately, for legal counsel, Benmont Tench. We, therefore, feel this method of operation resulted in a saving of $5,000 over the use of a lobbyist-type of representative hired for the occasion.

More important, however, is that we are better than ever in a position to develop the seriously-needed program which can increase our stature in fields other than our profession, but related to activities thereof.

It is a fact that of all the bills submitted to the legislature this year affecting plans and construction, only one sponsor—either committee, commission or legislature—solicited from us for the architectural profession any comments, advice or assistance. That particular bill happened to be presented by the elevator safety people; and it was a very well put together bill to begin with. It is, therefore, an obvious fact that these people are either unaware of or lack regard for our selective capabilities.

With the experience and knowledge of personalities and functions of our State Government, the Executive Secretary is now equipped to spearhead a campaign for the next year and a half to begin to correct this situation. We therefore recommend that a comprehensive program be commenced immediately. This program should encompass, in general, every member of the FAA and should delegate specific responsibility to him. Only if each will perform these duties will real gains be made.

The program should be directed at various commissions, such as the Florida Development Commission, at boards and departments, such as the Board of Control, the Road Department, etc. and appointive committees of the House and Senate, as the Committees on Labor and Industry, Public Health and Industrial Development. It should be directed at our influential and our non-influential legislators. Its purpose should be to make them aware that we are not interested in legislating ourselves into business; that we are determined to preserve or elevate our standards; and that we can aid and assist them in all matters related to our profession—and mostly that we are available.

This report was unanimously accepted, as were recommendations relative to the report of the Committee on Public Relations, presented by Chairman ROY M. POOLEY, JR., who introduced to delegates Mr. GEORGE T. ORICK, P/R Coordinator of the AIA Headquarters office in Washington. (*Mr. Orick's comments are carried elsewhere in this issue.*)

JOSEPH M. SHIFALO, Chairman of the Building Code Committee, commented on the importance of a unified State code and the work done by IGOR B. POLEVITZKY, FAIA, in developing the South Florida Building Code, as an extension of his previously-published report.

As Chairman of the By-Laws Committee, JEFFERSON N. POWELL presented for action the proposed changes as published in the October issue of *The Florida Architect*, pages 4 and 5. Changes proposed for Article V, Section 1, subsection D; and for Article VI, Section 4, subsection C, were not accepted by delegates. All other revisions were passed as proposed.

For the Publications Committee Chairman H. SAMUEL KRUSE' presented a general report with the following postscript:

"At the Board Meeting, November 6, prior to the Convention, the duties of the Committee have been transferred to the Executive Committee of the FAA Board of Directors; and it is believed that the studies of the Publications Committee, as reported at this Convention and that of 1956, will bear fruit by the January meeting of the FAA Board of Directors."

As a supplement to the previously-published report of the Committee on Planning and Zoning, Chairman WILLIAM T. ARNETT offered the following recommendation which was made part of the report and unanimously passed:

"The Committee recommends that the work of the Planning and Zoning Committee be integrated with the vertical committee organization and the duties of the Planning and Zoning Committee be combined with that of the Community Development Committee."

SATURDAY, NOVEMBER 9:

The meeting opened at 10:00 AM with President WORTMAN presiding. First business was the report of the Resolutions Committee presented by Chairman CLINTON GAMBLE. Resolutions previously published (*The*

Florida Architect, October, 1957, page 5 and 17) relating to Dues Payments, Commendation and Petition for Regional Status were recommended by the Committee and approved by the Convention. That relating to Executive Secretary's office was not recommended by the Committee for floor action, since the subject involved had already been considered by the FAA Board of Directors.

Five other resolutions were acted on as follows:

1 — Condolence:

WHEREAS, God in his infinite wisdom has taken from this earth ROBERT BURBANK CROWE, member of the AIA; and,

WHEREAS, the profession has suffered the loss of an excellent designer and ethical practitioner;

THEREFORE BE IT RESOLVED, that the Florida Association of Architects, in regular meeting assembled, this 9th day of November, 1957, does mourn the loss of this member and miss him from among its ranks; and,

BE IT FURTHER RESOLVED, that a copy of this resolution be sent to the surviving members of the family and spread upon the minutes.

The resolution was originally proposed by the Florida Central Chapter; but by Convention action was accepted with a change in source and date by Convention delegates. Also passed was a motion to list other deceased members in its wording to include: FRANCIS H. EMERSON, WALLACE M. BAXTER, CHANDLER C. YONGE, THEODORE A. MEYER, JOHN E. PETERSEN.

2 — Recognition of Henry John Klutho:

Since architectural progress is a matter of historical continuity, depending upon the vision, understanding and creative ability of the architects of each generation; and since in past generations there have been certain individuals whose deep and sincere convictions have preserved this thread of continuity in the face of adversity and lack of understanding; and since the acceptance of creative, natural architecture suitable to the freedom of America would not have occurred in our generation without the works of these men, it is only fitting and proper that they should be recognized and honored by this generation of architects.

In addition to Sullivan and Wright, many architects have diligently pursued the ideals of a new architecture for our nation; and the works of these men have been concerned with solution of regional problems. Greene and Greene of Pasadena; George Elmslie, Walter Burley Griffin and Dwight Perkins in the midwest, to name a few, are notable for their contributions.

However, there are other sections of our nation which have felt the influence of the Chicago School through the work of local architects. The State of Florida, and the City of Jacksonville in particular, has felt the hand of such an architect; and we feel that he should now be fully recognized for his position in the architectural history of the past half century.

THEREFORE, BE IT RESOLVED, that HENRY JOHN KLUTHO, practicing architect in the City of Jacksonville, Florida, for the past 56 years and a member of the Jacksonville Chapter of the AIA, be duly recognized and honored by the 43rd Annual Convention of the Florida Association of Architects, as one who has contributed to the development of contemporary architecture by virtue of creative design in the City of Jacksonville in the years between 1901 and 1914.

During this period following the devastating fire of 1901, Mr. Klutho designed in the spirit of the Chicago School and especially of Louis Henri Sullivan. To his credit stand a group of office buildings, stores, apartments, public buildings and residences which still have a beauty and character of their own, despite the fact that they were designed during the period of architectural history in which America gloried in re-creatitng Greek temples and Roman baths.

The work of this architect and gentleman is especially noteworthy; for it was undoubtedly the most solid penetration of the ideals of the Chicago School into the deep south, during a period when it was least understood, even by the architects of the nation.

Further, some 43 years ago, in 1914, Mr. Klutho proposed that the squalid waterfront of Jacksonville be reclaimed for civic use and be made into a place of beauty. Today that dream is becoming reality through the work of younger architects; but the first vision of it can still be credited to Mr. Klutho.

May this recognition and honor of Henry John Klutho and his contribution to contemporary architecture be a comforting reward to him in this, his 84th year.

This resolution, submitted by the Jacksonville Chapter, was approved by the Committee and adopted unanimously by the Convention.

3 — Legislative Committee:

WHEREAS, the Legislative Committee recognizes that although this Committee is not now one of the

(Continued on Page 10)

Fun and Relaxation for Convention VIPs



Caught in a jovial mood during the Poolside Buffet Party Thursday night are three distinguished Convention guests: Maurice E. H. Rotival, left, AIA President Leon Chatelain, Jr., FAIA, and Beryl Price, formerly the dynamic chairman of the AIA's Chapter Affairs Committee.

Convention Report...

(Continued from Page 9)

vertical committees defined in the By-Laws of the FAA, it may become one in the future;

THEREFORE BE IT RESOLVED, that the Association and Convention assembled hereby states the membership of the Legislative Committee should not be limited now or at any time; but that the size and personnel of the Committee be entirely determined by the president of the FAA each year.

Submitted by the Legislative Committee, this resolution was approved for adoption by the Convention. Though discussion revealed the fact that the By-Laws did not limit the size of the Legislative Committee, the resolution was adopted by the Convention to serve as a policy directive to the FAA president relative to future appointments.

4 — Executive Director, FAA:

BE IT RESOLVED, that the president of the Florida Association of Architects is hereby authorized to enter into a two-year contract with ROGER W. SHERMAN for services as Executive Director of the FAA upon terms agreeable to the president and the Executive Committee of the Board of Directors.

This was offered by the Resolutions Committee and its adoption moved by IGOR B. POLEVITZKY, FAIA. FRANKLIN S. BUNCH offered an amendment that approval of the service agreement involved be given by the FAA Board of Directors rather than the Executive Committee of the Board. The motion as amended was unanimously passed.

5 — Convention Thanks:

WHEREAS, the Florida Central Chapter has been a most gracious host for the 43rd Annual Convention of the FAA; and,

WHEREAS, the Florida Central Chapter made special recognition of the Student Chapter so as to encourage a large number of the students to attend and as always the student members are a most welcome part of our meetings; and,

WHEREAS the Convention Committee exposed themselves to every complaint as well as commendation by appearing in their bright red coats, most particularly exemplified by the dashing and debonair figure of BOB LEVISON, Convention Chairman; and,

WHEREAS, the ladies have been most particularly so well entertained by the Ladies Auxiliary of the host chapter, MRS. A. WYNN HOWELL, Chairman.

NOW, THEREFORE, BE IT RESOLVED, that we emblazon on the records of the FAA our sincere thanks and appreciation to this Florida Central Chapter for its efforts in making this Convention a complete success.

Passage of this resolution was acclaimed by a rising vote.

Next order of business was election of FAA officers—results of which are reported elsewhere in this issue.

The report of the Budget Committee was presented by Chairman EDWIN T. REEDER. His introduction to the fiscal recommendations of his report was as follows:

"After meeting with the Board of Directors and the Executive Committee, a completely new procedure is reccmmended for handling the administrative affairs of *The Florida Architect* and the FAA. Under the new set-up it has become necessary to drastically revise the budget for 1958.

"The Budget Committee is acting in accordance with the general directions presented to it by the Executive Committee and with the approval of the Board of Directors in visualizing the fact that the FAA is now on the threshold of becoming a powerful professional organ in the State, dedicated to the advancement of all things concerned with the betterment of the construction industry.

"In order to take the necessary action at the Legislative sessions, to carry on multiplying duties of chapter affairs and administration and to continue to advance in the format and circulation of *The Florida Architect*, it is obvious that additional funds must be forthcoming.

"In six years we have grown to a large and influential state-wide organization with a cohesive structure and a well-defined purpose. This has been accomplished through careful administration and by the meticulous work and organizing effort of our present Executive Secretary, ROGER W. SHERMAN. The new program contemplates a still more ambitious coverage of state-wide affairs concerned with our problems in the construction field.

"In view of the above, the Budget Commitee recommends the adoption of the following for fiscal 1958:

"That the office of Execuive Director be created, which office shall have charge of chapter affairs, including liaison, public relations, collections and conventions. The Executive Director would be responsible for the publication, and professional and financial success, of *The Florida Architect;* and in addition would assume the responsibility of acting as the legislative representative for the FAA.

"Certain of these duties would be delegated by him to others of his choice. However, the conduct of the overall program would be his responsibility. For assisants, we recommend the appointment of an Administrative Secretary and a steno-cleric secretary."

The Chairman then detailed elements in the budget which totaled $28,645. As part of the income necessary to meet this total, the following new dues structure was recommended—and then unanimously passed by the Convention delegates:

Corporate members: $30 per year; Associate members: $15 per year; U/F Faculty corporate members: $10 per year; and Sudent members: $1 per year.

On a motion by FRANKLIN S. BUNCH the subject of this new dues structure was first put to a vote; and after its acceptance by the Convention, the Budget as presented by Chairman Reeder was unanimously adopted.

Site and Host Chapter for the 44th Annual FAA Convention in 1958 was the subject of the next report by Chairman ERNEST T. H. BOWEN II of the FAA Convention Committee —as follows:

"At a meeting on Wednesday, November 6, your Convention Committee had a complete report of all available facilities for next year's convention. It was all reviewed. The site of the Convention must be determined by the use of Convention facilities. This was the criterion adopted and agreed upon by the Committee.

"In selecting the site of the 44th FAA Convention, it was determined

(Continued on Page 17)


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THE CHALLENGE IN DESIGN

By R. BUCKMINSTER FULLER

Between 1922 and 1927 I participated in the building business and developed some building materials in relation to a reinforced concrete system which was invented by my father-in-law who was an architect. Five factories made these materials and we succeeded in getting up some 240 buildings on those five years. So, I've had a vigorous experience in the building world.

But that experience came after experience in the Navy with the new kind of technology that was then coming through — the new airplane and the new electronics of World War I. The building experience taught me that building arts were very far removed from the kind of technology employed for the emergency tasks of national defense — what we call the high-priority tasks, which in times of great emergencies are authorized to meet mortal conditions.

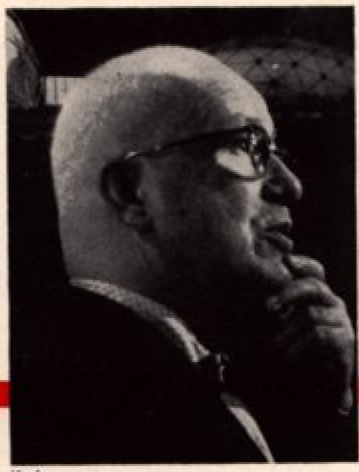
I began to realize that the great contrast between these two was not that men building their buildings were in any way deliberately ignorant, or that they were deliberately "building-down", but because of very fundamental circumstances. These related to the fact that only during very great emergencies is high-priority accrediting given through unlimited sums to the exploitation of possible new ways to get out of trouble. During these emergency times it would be most inappropriate to divert high technical abilities and apply them to the building of a better home. So, obviously, during wars building activity becomes important as the "anti-priority". Building has always been the important anti-priority; and men have had to learn how to do well enough with what was left over. They have done extraordinarily well; and they are entitled to be proud of being so ingenious as to get along despite the fact that the high-priority was not applied in that direction.

There seemed to be something even more fundamental. Dry land, where men build their houses, represents in terms of chemistry a crystalline structure, bonded with such great rigidity that wave phenomena cannot operate in it until the waves are of such large magnitude as to produce, for instance, an earthquake. When enough energy has to be invested in by nature to bring about an earthquake, it is so large an amount that it takes a long time to accumulate. And therefore these kinds of actions occur relatively infrequently — the larger the action, the less frequent.

In the crystalline estate, then, where men dwell and build their buildings, such untoward events, such big wave phenomena, occur so infrequently that man, without too much experience or history to guide him, has just hoped there would be no earthquake, flood, avalanche or fire. He hoped he might be able to live in between the occurence of these untoward conditions. And a great many of them have been able so to live — and therefore the kinds of buildings they built did not have to be considerate of those enormous kinds of activities.

Now, then, when men build structures to go to sea, they think of them as vessels, containments of environment controls. That's what a building is. That's why man builds — to control his environment, to make energy-patterns more favorable for the continuation of his processes. When he makes such a structure for the sea, the liquid estate in the nature of chemistry has hinged bonds. The flexibility is very great; and it doesn't take much energy to make a wave. Wind over water will do it. Drop a stone in water and see what it will do. The bow of a tiny motor boat makes an enormous wave going for miles out in its wake.

So, because it doesn't take much energy, big waves occur very frequent-



Koska

In delivering the Convention's Keynote Address and also during his Seminar discussion of design, Mr. Fuller spoke extemporaneously and without notes. What he said was recorded; and his Seminar speech, reproduced here, has been edited only to the limited extent necessary for printed presentation. Every effort has been made to retain the author's exact meanings and characteristic phraseology.

ly in the liquid estate. Therefore, those who design structures to meet the conditions of the sea have an expectancy of very large untoward events. They have to prepare for a seaquake every day and for avalanches every day. When the seas curl over and crash down on your deck, the actual tonnages involved are equivalent to those of great avalanches. So, when you design these vessels for the sea, you have to design for conditions you did not have to design for on land.

Another condition about building on land — a building does not seem to sink into the earth. Being minor in stature in relation to the earth's great rigidity, we are not too concerned at building bigger and bigger buildings. Men have learned to get below the soft soils and build on rock and usually have not had to think of buildings in terms of their sinking into the land. Sometimes there were such challenges. In building great power stations on marshes — yes, these did have to float like a ship. But, by-and-large man's building on the land was not considerate of its floating. Therefore there was no such fundamental limitation as building a ship for the sea.

In building a vessel for the sea we have to take care of its floatability, because it has a flood every day — in fact, it floats on the flood. It assumes flood. So, we have a very limited weight in resources to invest in handling the enormous stresses of the seaquake, the avalanche and the hurricane which we can expect every day. Furthermore, we do not build ships just for the fun of it. The ship was invented so it could carry important cargoes from here to there. A lot of the floatability had to be investable in cargo capacity, else you couldn't afford to build such a ship on such high priority — using the best technologies and knowledge to create it. Also, it had to be able to carry the men themselves.

So we see then, very high performance required for ships ratioed against poles of invested resources — whereas on land that ratio is not operative at all, nor is there much probability of untoward conditions. Therefore when men build structures on land, weight isn't much of a consideration. We talk about yards of concrete, board feet of lumber, kegs of nails; but we don't talk about weight in buildings, for weight has not been the basic criterion for a building. Therefore we don't say, *"That's a beautiful little hundred-tonner you have over on High Street"*. We don't use that kind of language — which we do use in relation to the sea.

Now we find men going into the air with a new kind of environment control — an airship. This, too is a vessel, a structure, to be occupied by man and give him some governance and predictable ability with respect to patterns which will take place inside it. And this airship cannot float. Originally airships were lighter than air and did float; but they could not cope with hurricanes. So suddenly man was lifting himself on his pure intellectual ability — on his knowledge and mastery of pure principles and his experimental development. To lift himself — with no floatability — every bit of energy he can master is of exquisite importance. He cannot fool around with any nonsense in the task he's going to dare to try to accomplish.

Furthermore, in the pneumatic, or gaseous estate, flexibility is so much greater than in the liquid estate, that the patterns and frequencies of the enormous waves involved are very great and are brought about by very small energy investments of nature. Thermal columns run miles high. The waves are so great that when an airplane hits a pocket or a "bump" — you say *"It's very bumpy today"* — the fact is that the stresses in-

(Continued on Page 14)

volved are equivalent to taking the *Queen Mary* over Niagara Falls and floating her down the river in one piece.

So we are dealing in new kinds of technical challenges today in a very extraordinary way. We have given to air-hitting-power a fabulous priority of availability of the very important chemistries and scientific knowledge accumulated by all men in all time. And since we have also needed to produce it in great quantities, we have gradually developed a fabulous capacity to operate at this high level of technology.

I point out to you that in our building arts we are still operating in an era of tolerated ignorance, wherein we had to deal competently with what was left over. But we don't have to deal that way now, because the capacity to deal in this high ability has become available. The aircraft industry, for instance, is running out of its subsidies of mail-carrying and defense and suddenly has released enormous capacity of the new technology which is going to be available to our general task of how to do more with less.

What we are faced with is how to make the resources available adequate to the whole human family. By drawing on aircraft technology we might be able to do so much with so little as to be able to meet all the needs of man. For instance, if you could take all the two-ton automobiles off the road and reprocess them into preferred patterns of design, we would have twice as many cars — each weighing one ton and all much better than the two-tonners. This is typical of the way in which, by design competence, we can accomplish tasks that could never be done otherwise.

I suggest to you a number of important challenges. One is that we are running out of water. We are increasing water tasks; and just in the last decade we have doubled the per capita amount of water used in the high-living-standard household — from 100 gallons to 200 gallons. This is a fabulous amount considering the fact that we need only one gallon per day for internal consumption. We are using the other 199 gallons as a conveyor system to carry off a few specks of dirt and polluted water.

How we are going to get on with less water resources is going to be very important. No architects I know, no architectural schools I know, are spending any time or are concerned at all with the actual design problem. I don't know any architectural group that is tackling the problem of doing better cleaning tasks, performing better sanitation tasks, without using as much water. Consider some of the times you press a button in your house and run through seven gallons just for a very small task. I don't know any architects who are concerned with what goes on back of the button. Instead of having to find more water, we'll have to answer the question *"How can we do with less water?"*

There are priorities showing, but there are not enough technologies. None of us know anywhere nearly enough. You architects are a special category of human beings with a high altruistic sense in respect to responsibilities and your relationships to your human fellows. Architects are unusual in that they dare to be integrators and to stick their necks out. But the fact that you, as well-educated, extremely competent and very-well disposed human beings, have as little knowledge about water and sanitation problems as you have, is notice to you that we're all going to have to go to school together again.

Clear to all of us in the educational game is the fact that the educational system itself is completely inadequate. It's not only going to be completely revised, but we need an entirely new way of communicating our most important information to our fellow men.

Recently two young Chinese boys at Princeton received the Nobel prize in physics for their work in exposing the fallacy of a fundamental principle of physics itself. This was the principle of the law of the conservation of parity — a principle which has said that right and left images were identical. These young men proved that nature has an inherent turbining; that rights and lefts have existence of their own and that they exist complimentarily. As a result, physicists have actually been calculating their physics entirely wrong and have been accrediting only half of the universe! Nobel physicists of the past met last June to contemplate this dilemma — the fact they had been so wrong that they themselves said they would have to start all over again.

Now — when Nobel physicists themselves discover that the whole educational process involved a point in which they were wrong, what is going on at the elementary school level? We are trying to meet the demand for scientists. When some young person seems to have portents worth investing a little more in him, we put that young man or woman to the supreme test. At this point we have to invest some of the time of our senior scientists — the greatest asset we have — in that young person. And the supreme test they give these young people is: *"Can they unlearn everything they have learned before — because everything they have learned up to now is wrong — without being ruined?"* This is pretty serious, because this is the behind-the-scenes picture when you talk with scientists — those very scientists who discovered just this year they were 50 percent wrong. This is a very important kind of information.

Unquestionably we are going to have to revise our whole concept of education itself. We have to develop two-way communication. Today we can broadcast from any place in the world at 186,000 miles per second. But no human being can answer back. This needed two-way communication system will come. For instance, it's possible today to put several tall masts in every community, fitted with a cluster of small reflectors — possible because of the upper high frequencies with which we're dealing — which can be beamed at specific families or households. As in relaying TV from town to town, you can beam specifically. With a very small amount of energy at very high frequency — the kind assigned to bands of little local walkie-talkie sets — you

can bring a very strong signal to any household. This means that any household can beam back with its own tiny reflector; and that starts the two-way system.

We will get, then, within this next decade, a call-up system, whereby an individual, wherever he may be, can tune-in to the total network of communications. He's going to be able to dial for — and get — any kind of information. We're going into an educational system wherein we will develop documentaries of extraordinary competence. We'll be able to dial to Dr. Einstein on his particular subject from broadcast documentaries. And anytime a child wants information he's going to get it from the experts — real experts, men who have made the primary explorations and really know the great simplicities of nature as they have encountered them.

What seems to me to be another typical challenge is our need for a completely new accounting system. By virtue of our old system, the whole dilemma in Washington today is one of trying to keep within the debt limit, trying to keep a good economical house and yet meet the responsibilities of the great challenges. But the debt limit is silly — because it is really not in terms of the wealth we know now. When the accounting system we are now using was invented, it was in terms, literally, of a gold specie. But the world has gone off the gold specie. There's only 40 billion of gold in the *world*. Now our own little social set of humanity has spent to a debt limit of about 300 billions. Three-hundred billion *what?* Certainly not gold dollars, because there's not that much to get on loan.

We spent something else. We spent some kind of technical ability, some new kind of industrial capability. We are going to have to find out what is our new wealth, what is our capability. Wealth *is* capability; and it is only articulatable broadly. So we will have to design a new accounting system which is inhibitable by society on a peaceful basis — without having a revolution and murdering everybody around us in order to institute it.



The Design Seminar panel discusses, with its "Comprehensive Designer" speaker, a model of the 150-foot-diameter aluminum shell Geodisic Dome built last year in Honolulu. Left to right: T. Trip Russell, R. Buckminster Fuller, John Stetson, FAA vice-president and panel moderator, and Robert M. Little.

These are some of the basic challenges of our day. We are going to have to design in such a way that we really accommodate the pattern of man's motion over the face of the earth. Our census, for instance, shows that every five years American families — the average of all — move out of the city and usually cross the state border. This is the new pattern of man — the new kind of mobility to which man must adjust himself. It's the way we live. We're not becoming gypsies, or irresponsibles. This is motion of higher responsibility; this is our new, small-town plan.

Therefore, you'll have to design in such a way that the American family can avoid the idea of having to take, for shelter and survival, something so preposterous and heavy that it has to be fixed and tied-in with a 3000-year-old set of sewer mains. You'll have to find a way of getting away from a $40,000 investment hooked on to those sewer lines — where the economy is so poor and the efficiency so low that we have had to borrow heavily on our future to make 20 and 30 year mortgages. Right this minute there is 80 billions in guaranteed mortgages — which imputes the Federal government with guaranteeing 80-billion dollars worth of inefficiency and incompetence of design.

Because we *can* design these structures so they can be paid for in one year — cheaper than the little automobile when you figure it out. I've already made a number of experimental investigations in structures and mechanics which discover that you can have safe survival against the most untoward events of nature; that you can live with a great deal of space — so much you can have a whole garden under cover — and can control your environment in such a way that you can have the whole thing for somewhere under the price of a Buick car. So you should be able to pay for it at least in two years.

(Continued on Page 27)

Coming up...A NEW RECORD for Lift Slab Construction



"Tower of Golden Isles," 28-unit, 14-story cooperative apartment, designed by Joseph, Vladeck and Abraben, architects; the S. A. Spiller Company, builders.

Next month construction will start on a dazzling new cooperative apartment at Golden Isles in Hallandale. This glass-and-aluminum tower to the sun was designed for Lift Slab — and when its penthouse roof has been anchored into place, more than 150 feet above its entrance, it will become the highest Lift Slab structure in the world . . . Because of Lift Slab, the 90,000 square feet of its 14 floors and roofs will be poured, lifted and anchored in place within 90 days — another time-and-money-saving performance over conventional construction.

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Convention Report...

(Continued from Page 10)

that the facilities available for the 44th Annual Convention of the FAA were in Miami and St. Petersburg areas. It was also determined that additional, adequate facilities in areas other than the above-mentioned are at present in various stages of planning and construction throughout the State of Florida.

"However, there remains the responsibility of your Committee to take cognizance of the availability of these additional afore-mentioned sites as they are completed.

"In light of the fact that the 43rd Annual Convention of the FAA is in Clearwater and that your Regional Conference in April, 1958, will be held in Sarasota, the St. Petersburg area has been checked out, leaving the Miami area to be considered. It is hereby recommended that the Miami area be chosen for the 1958, or 44th Annual Convention, of the FAA, with a specific site to be determined in terms negotiated by your Convention Committee in the best interests of the FAA.

"The only other question now is this: The Broward County Chapter has graciously volunteered to serve as Host Chapter for the coming 44th Annual FAA Convention in 1958."

A motion to adopt the report was seconded by Clinton Gamble as a representative of the Broward County Chapter and was passed unanimously.

Delegates heard a brief word of greeting and appreciation from Thomas Kincaid, president of the Student Chapter who noted that last year about 20 students attended the Convention. This year attendance reach 49.

Voted also was a motion that the Convention send greeting to Mellen C. Greeley, FAIA, Jacksonville, and William R. Gomon, both of whom were absent from Convention sessions due to illness.

The Convention's final report was from Dr. Turpin C. Bannister, FAIA, Chairman of the Historical Committee, who indicated plans were now formulating for establishing a complete record of Chapter and FAA affairs at Gainesville. At the present, headquarters depository will be the library of the College of Architecture and Fine Arts at the U/F.

Architects' Convention Exhibit Slated for Extensive Tour





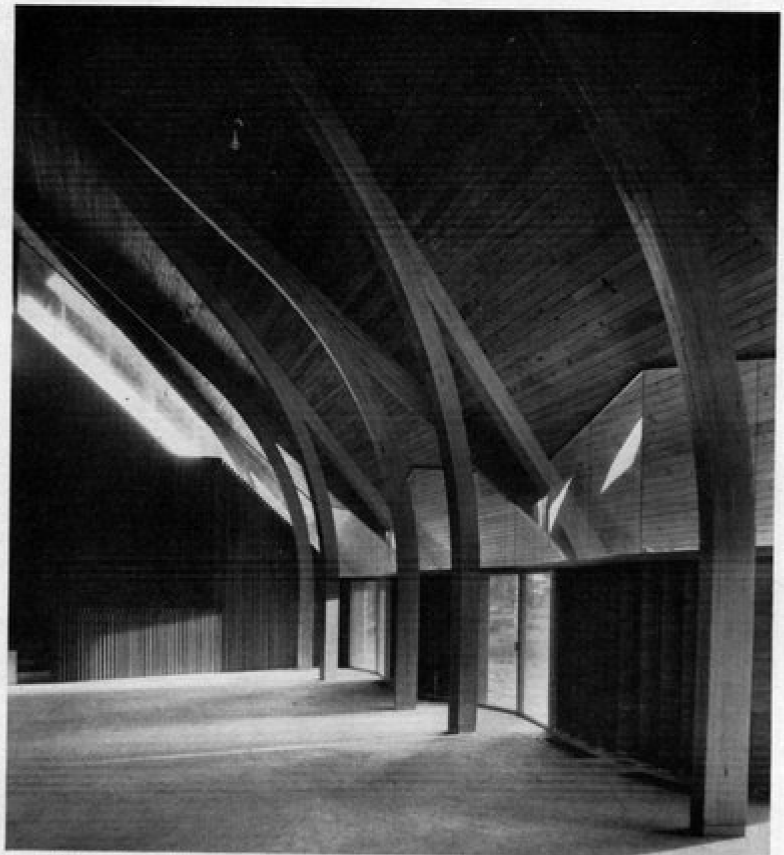
Above: the poolside Circus Room of Clearwater's Ft. Harrison Hotel was turned into an exhibit gallery under the direction of William B. Harvard and Mark Hampton, co-chairmen of the Architectural Exhibit at the 43rd Annual FAA Convention. Award winners were picked by a jury, right, including Wiley J. Tillman, Jr., of the U/F, left; R. Buckminster Fuller, Convention Keynoter, and John Knox Shear, Editor of Archtectural Record.

From the scores of submissions to the architectural exhibit at the 43rd Convention, a conscientious, three man jury picked 18 panels to form the traveling exhibit of Florida Architecture by Florida Architects which will be scheduled for showing throughout the southeastern area by the U/F's College of Architecture and Fine Arts under direction of John L. R. Grand. The exhibit will include award winners picked by the jury.

Honor award went to Victor A. Lundy for his design of the Bee Ridge Presbyterian Church in Sarasota, illustrations of which are shown elsewhere in this issue.

Merit awards went to the following exhibitors: William B. Harvard, for the Langford Hotel, Winter Park; Gene Leedy, for the Lake Wales

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Photographs by Alexander Georges

Florida Architecture
By Florida Architects

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Lutheran Church and a residence in Lake Wales; ROBERT BRADFORD BROWNE, for a residence on Key Biscayne; RUFUS NIMS and ROBERT BRADFORD BROWNE in association for a residence on Miami Beach; ALFRED BROWNING PARKER for a residence in Coconut Grove, and ROBERT C. WIELAGE for the Hillsborough County Teachers' Credit Union in Tampa.

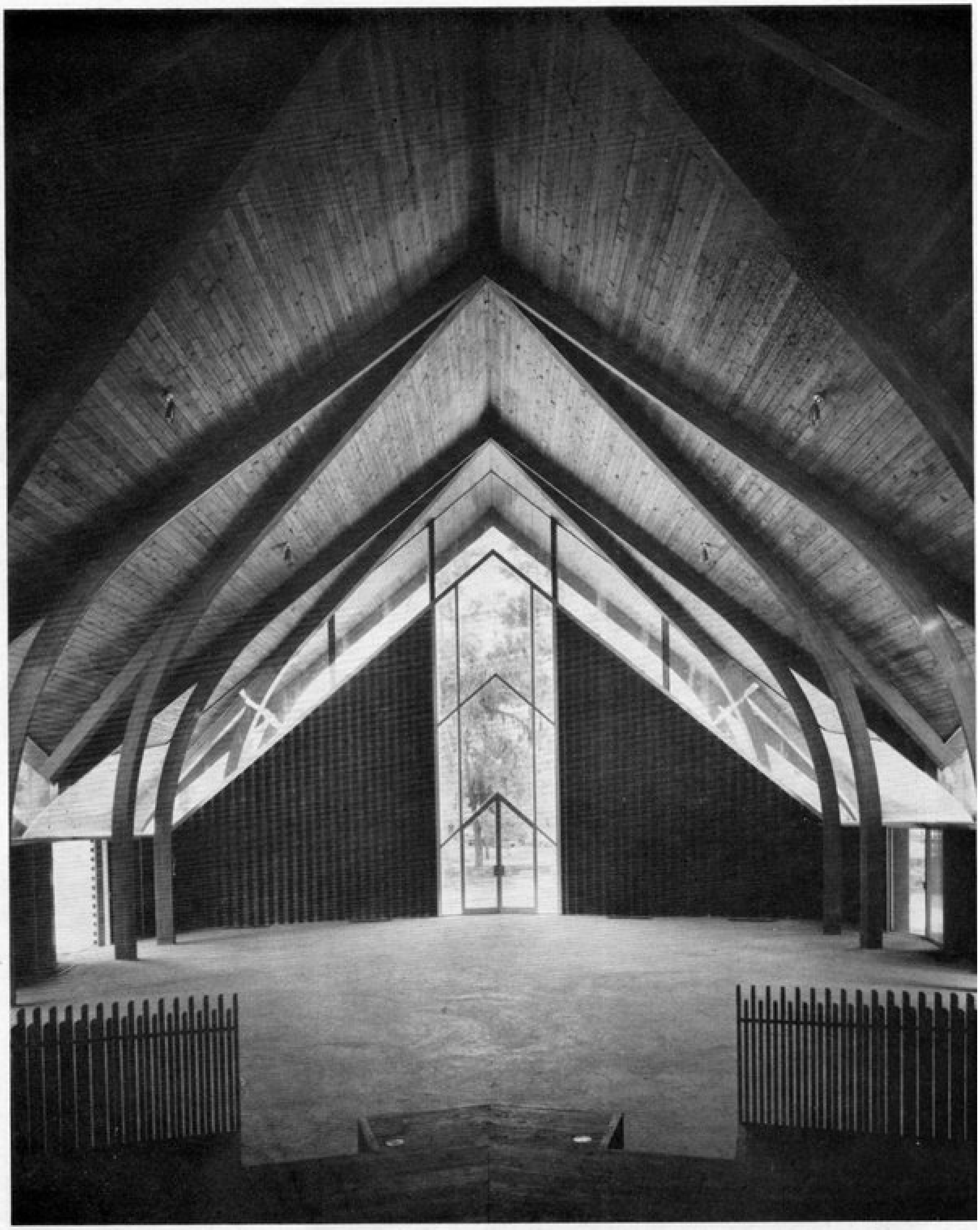
Judges were: R. BUCKMINSTER FULLER; JOHN KNOX SHEAR, editor of Architectural Record, and WILEY J. TILLMAN, JR., of the University of Florida.

In the Student exhibit, the rendering of a record shop by MARYLIN STATON of St. Petersburg. Merit awards went to the following: C. J. CLARK for a watercolor exercise: JULIAN S. PETERMAN for a pediatrics office; ROBERT JOHN DEAN for a series of water color studies; DAVID M. MORGAN for the design of a place for meditation, and DON PECK for a museum for the AFL-CIO. FRANK E. WATSON, of Miami, headed the students' award jury.

This Church Won the FAA Honor Award







The just-completed Bee Ridge Presbyterian Church, in Sarasota, won the acclaim of the Jury and the FAA's 43rd Annual Convention Architectural Exhibit Honor Award for its designer, Victor A. Lundy, AIA, of Sarasota. Lundy has recently been appointed a visiting critic in advanced design at the Harvard University Graduate School of Design in Cambridge.

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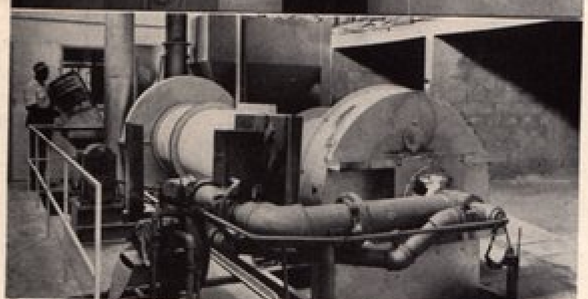
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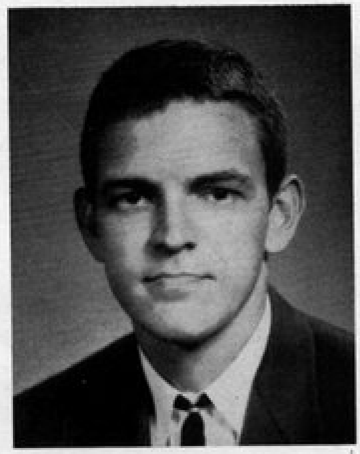
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A Basis for Better Planning



Though delivered before the Jacksonville Committee of 100, this address by ROBERT C. BROWARD has meaning for every Florida city.

Thirty years ago Frank Lloyd Wright predicted that the production of automobiles in America would create the first mobile civilization in the history of the world. He further stated that this mobility would destroy the usefulness of the city and create a sprawling, scattered suburban society which, if uncontrolled, would eventually destroy the mobility which created it. As a result, the beauty of America would be wantonly laid waste, and the lives of her people would be lived in a constant state of frustration and discontent. Thus the creative genius of a technological society unleashed without planning for its proper use would, in the end, supply the people with shackles in the place of hoped-for freedom.

In 1932 Mr. Wright made studies of this predicted "suburbia", and in time presented to the architectural and planning world his designs for a model community called Broadacre City. Few people paid serious attention to his model city at the time, for it was conceived at the height of the depression when ideals were not foremost in the minds of the American public. Broadacre City was an answer to the new society on wheels. It created a new landscape and cityscape through intelligent land use in order to preserve basic human values, in an age when such values were fast becoming of secondary importance.

In Broadacre City, each family owned its own home and resided on an absolute minimum of one acre of land. Business and commercial buildings were located in a specific area best suited for their functions in the community. In every instance, residential areas were located to take advantage of the land best suited for living and relaxation. Civic centers and seats of learning were situated near the center of the population so as to be within the reach of all residential areas. Green belts of forests and permanent farms separated the residential sections from those of business and commerce. Buildings housing government were integrated architecturally into the parks and green areas to eliminate the feeling of monumental authority held over from the age of monarchs and to emphasize the fact that in America, the individual is the government.

No man lived more than a few minutes drive from his place of business, yet had no parking problems, and could enjoy all of the advantages of both city and country, for through proper planning, city and country had been sensitively combined. Power and utilities ran in special conduits beneath street right-of-ways thereby eliminating unsightly power poles and other utility eyesores. Traffic was zoned and the majority of main streets never crossed on the same level. Broadacre City was not a city of small homes and business entirely. In special contained areas, screened again by forests and parks, were the varied industries which formed the core of the community's economy. These means to an end were not allowed to destroy human values thru mixed land use; they were separated as the servants of the city. There were skyscrapers—not crowded together so that each one destroyed the view from the other, but rather they were set in parks, individually, so that each became an entity unto itself. Instead of meaningless monuments, the tall building became a thing of beauty—a creative construction of a technically rich people. From the offices high in the air, views of the surrounding countryside were to be had; in the place of rooftops covered with ventilators and watertanks.

Broadacre City was a dream of this man richly endowed with the ability to perceive and fully comprehend the undercurrents of America's future growth. It would, of course, involve a complete redistribution of land and resources, unimaginable in a society of free enterprise. But the value of this ideal—and this was obviously Mr. Wright's intent—was to awaken the people to the fact that intelligent, creative planning would be needed to solve their problems of growth.

In his scheme for the ideal decentralized city, he envisioned many such communities, varying in size, according to function. A city predominately concerned with farming and produce marketing would not necessarily be anything like a city concerned with the construction of nuclear rockets, for instance, though the basic idea of a good, harmonious life for its citizens would be the same. These cities would be served by a series of interconnecting super highways designed for the pleasure of driving as well as practical efficiency. All cities would be miles apart with farmlands, forest preserves, and national parks between. Certain specific land areas would be set aside for future growth in the form of planned satellite cities.

Today, the prophecy of suburbia has already taken place and is rapidly gaining momentum. But the growth is uncontrolled as a trip through and around any city will prove. Our cities today are cancerous things, growing for the most part, according to the whims and fancies of speculators and developers without regard to planning. The automobile has spilled the contents of the old city indiscriminately over the countryside with little, if any, regard for human values and human dignity. The land speculator has taken advantage of a ripe plum of an opportunity to make a quick buck at the expense of the unsuspect-

(Continued on Page 22)

Basis for Planning . . .

(Continued from Page 21)

ing public. As soon as a new highway is completed, the rush to rezone for business, for pleasure, and for greed is begun. Without adequate zoning based on comprehensive studies of the best possible use of the land, this avalanche of unrelated development becomes a terrifying monster to those concerns and residents in the area. Stores, churches, liquor stores, schools, gas stations, motels, office buildings, and residences become incompatible adjoining neighbors overnight. Though it may take years to become apparent, mixed land use breeds blight. And blight is the first symptom of inner decay.

When the community is finally aroused from its lethargic apathy, the usual legislation that is passed is so watered down by extremely interested parties, that it becomes mere regulation without imagination . . . simply an expedient, stop-gap measure with no eye to the real causes of the trouble. Meanwhile, the stumbling, blind, and extremely wasteful use of land, resources, and people goes on slightly abated but practically undiminished . . . the community settles back, assured that a hastily-passed zoning ordinance protects them.

Where do we stand in Jacksonville concerning this Frankenstein of sudden growth? Are we happy with it because it means more money in the community and more prestige because of size? Are we truly concerned over the pattern our city is following—or need we be concerned?—and feel that it will work its own solution out? Are we better off than other cities of comparable size, or is it the other way around without our knowing it? Mere size and increase in size does not necessarily constitute a good community. Unhealthy growth, be it ever so dynamic, can be a signal of eventual deterioration of basic values. When we think of Jacksonville, we must think of it in terms of the entire metropolitan area, for what is happening on the outskirts will in due time, affect the core of the city.

Jacksonville is one of many Southern cities whose growth was retarded for years, unless we count the flurry of activity following the fire of 1901. With industry moving South, with the constant increase in population, city planning is an absolute must. A city is a growing organism and its growth must be guided if the people are to live in a decent environment. No one in control of his faculties would entertain the idea of starting the foundations for a multi-story skyscraper without the professional counsel of an architect, an engineer, or the first scrap of plans. This city at present has no adequate means of charting its path in this respect. The existing city planning advisory board has no legal status, there is no planning director. Recent events concerning the search for an adequate site for a high school, and past events concerning sites for a courthouse, and auditorium, point to the need for advance planning and site aquisition for projected capital improvements.

Citizens must become aware of the fact that good planning costs less in tax dollars than bad planning or no planning at all—and adds immeasurably to living a good life. We must be willing to express ourselves forcibly on this subjejct at the political level. Jacksonville needs comprehensive planning and zoning more than any city in the Southeastern United States and this is, in substance, a measure of the city's great potentialities as a commercial, industrial, residential, and cultural center. Smaller cities in Georgia and Florida are taking growth in stride while we let time grow short. We boast of our wonderful locations for industry and have nothing that even approaches a comprehensive development plan which could guide the proper zoning for this industry. Progressive zoning is absolutely impossible without prior planning and land use studies on a continuing basis. As it stands, financial forces and social and political taboos locate our residences and industries and harden our traffic arteries much to the chagrin of those who comprehend what has happened and what may happen.

A few figures will reveal what the future holds whether we plan for it or not. Since 1946, the United States has added 24 millioin human beings and 26 million automobile registrations. In twenty more years, conservative figures of the American Automobile Association show that 56 million more people will be added and 50 million more passenger cars will be in use. At the present time, each person in the United States commands twelve acres of land. Seven of these acres raise food for him, while the other five are for all other purposes, including asphalt highways and parking lots. Since food cannot be grown in asphalt, the increase in paving demanded by double the number of cars will have to come out of the precious other five.

Once upon a time, planners figured population density by so many persons per square mile. In our mobile society the crucial figure is now the density of automobiles; for not only does the auto devour land because of its speed and consequent need for better engineered highways, but it defeats the function of the highways by overloading them with suburbanites. The growing suburbanization creates the need for more asphalt in a never ending vicious circle. Urbanization has spread into the countryside and is gaining momentum.

In place of Frank Lloyd Wright's planned Utopia with its ingenious organization, we have only aimless scatteration, congestion, and tragic waste. If we consider the above figures based on a national estimate, think how far more serious the problems of growth will become in Florida, one of the fastest-growing states in the union. Jacksonville and Duval County will gain their share of this increase. Roughly prorated on the national figures, the metropolitan population here by 1975 could be close to 800,000 persons or practically double the present figure. Every function of city and county government will become overburdened with the increase unless judicious planning is initiated. With this growth where shall primary and secondary roads be built? How many and what types of public buildings will be needed and where should they be located to best serve the people? Should sites be acquired as soon as possible, and if so, how shall this be decided? Will it be the result of sensible serious study, or will it be the result of snap judgement?

More residential development, more shopping centers, schools, parks, playgrounds, firehouses, adequate library facilities, and extended utilities will be needed—the list is practically endless as the population grows. How do we plan and coordinate all of this?

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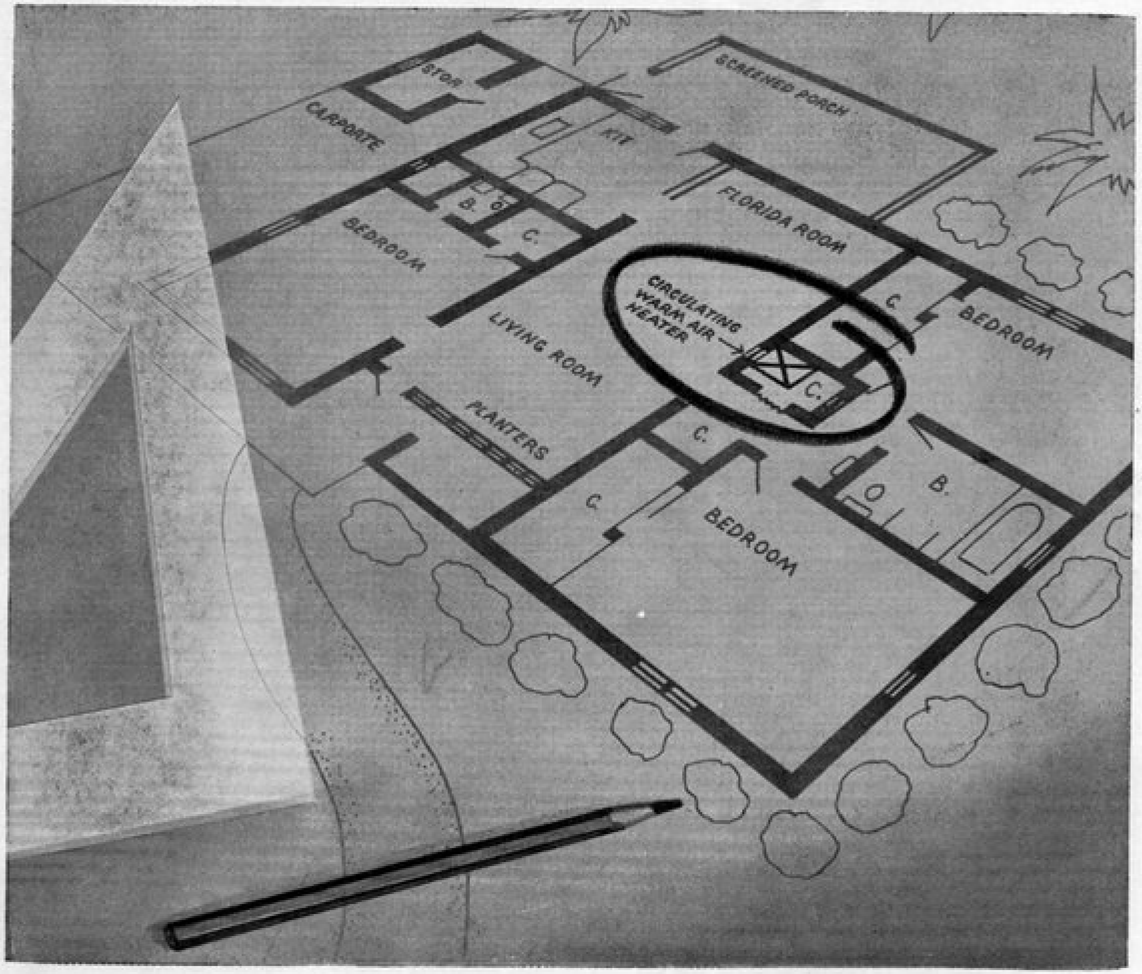


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Basis for Planning . . .

(Continued from Page 22)

Every time a building is built one more piece of land is no longer available. As land becomes more valuable, judicious planning becomes a necessity if waste of the tax dollar is to be eliminated. The sprawl of suburbia will continue to aggravate the city within the county situation—people living outside of the corporate bounds of the city but working within it and partaking of its facilities without returning the tax dollars needed for its proper administration and services. Here in Metropolitan Jacksonville the problem is definitely a combined city-county one where nothing truly progressive can be accomplished by individual competition. Only sincere cooperation and coordination can produce the results which will make this community a better place in which to live.

The need for a metropolitan planning and zoning commission is evident—but what is it and how can it be brought about? The first step toward the ultimate goal of a highly efficient planning body is of necessity, legislation. Before any legislation can be termed democratic, the people should understand it and know why it is needed and how it will affect their lives within the community. The idea of a metropolitan planning and zoning commission for Jacksonville and Duval County must first be sold to the people on its own merits frankly expressed. Governmental officials and civic leaders should initiate legislation which is not a stop-gap measure, but which is realistic enough to face up to cold, hard facts. We no longer live in the age of day-to-day development with every fact of society of equal terms. A man-made moon is already circling the earth; and before many years pass, space travel will be a reality in one form or another. Technology has outstripped the other developments in our society and planning and land use is one of those which has fallen prey to it through lack of comprehension.

To create a planning body, legislation will have to be enacted at the state level in Tallahassee. The passage of an enabling act would provide the initial machinery with which to organize the planning and zoning group and the important step is how it is organized and how well it will be able to function under the particular governmental setup. It should be added here that this spring in Tallahassee the urgency of planning needs in Florida was made evident when the Florida Development Commission initiated a bill with the Florida Planning and Zoning Association to enable any Florida city, county or groups of cities and counties together to plan, organized planning and zoning commissions for the preservation of their general welfare. The bill died in committee, but had it been a local bill for this area alone, it probably would have passed. A local bill would seem to be the only answer at present.

Many cities have had legally-constituted planning commissions since the end of World War One. In general, a planning and zoning board would be constituted of from eight to twelve members appointed by the governing officials but with private citizens in the majority. The membership would be appointed on a staggered basis with several members who have worked together always currently on the commission to accomplish continuity. There should be a paid city planning director to guide the actions of this organization. A city planning director is not merely another engineer. His profession is one that has only recently been recognized as requiring not only undergraduate degrees in such fields as engineering, architecture, sociology, law, and the humanities, but two to three years of graduate work in urban community planning, urban transportation facilities, land use planning, social and psychological aspects of city pattern, and housing and urban redevelopment, to mention only a few major fields which must be mastered. He is a competent, skilled technician, but he is also a human being for he is dealing directly with human lives by setting the basic pattern of their environment.

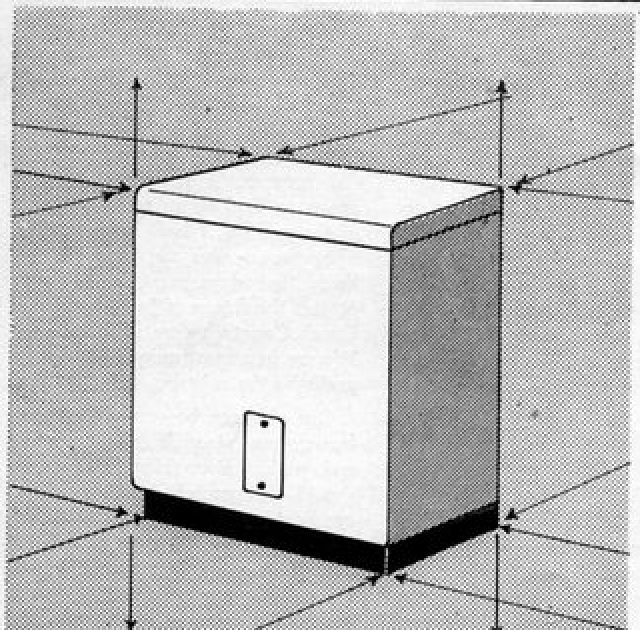
The planning director with the help of a staff—which could well be the existing engineering section of the community government—makes comprehensive studies of the area and determines how land has been used where certain income groups live, which sections of the area are blighted and cannot as a result carry their tax load, and various other studies too numerous to mention here. As a result of these studies, a concise picture of where the city has been and where it is can be realized. Graphs, maps, and reports show the condition of the city at the present time from every angle. Sometimes this is most revealing. From this data, a new approach to land use, economic base, and population density can begin. Finally, a comprehensive master development plan for the entire metropolitan area is developed and through a series of public hearings is adopted by the governmental officials as the guide for all future development. This does not mean that this document or series of documents is a static, confined thing. On the contrary, one of the functions of the planning director is to keep the map a living graph of where, how, and when the city should develop. It is, in a sense, a continual pulse-taking of the living organism called a city. Tragic happenings can be nipped in the bud before they happen since a nerve center of information is continually available.

Once the basic comprehensive plan is adopted, even though it may and should have minor alterations from time to time, then and then only is it possible to pass the best possible zoning laws for the community. Zoning should be a tool which serves the best interests of the community—and as a force to back up the comprehensive plan it does just that.

I have not appeared before this group as one of authority with all of the answers. I have no idea as to what the answers must be. I only know that steps must be taken to protect the future of Jacksonville and Duval County before it is too late. We are in a most unique position to profit by the mistakes of older cities.

Our city can become a beautiful, harmonious place in which to live and work. Everything we touch should be approached with a critical eye bent on bettering the lot of humanity. The problems of creating a better environment should be attacked by every individual and every group that has any civic pride and any belief in the future. I hope that the organization mentioned in this talk will be fostered by the Jacksonville Area Chamber of Commerce as a deposit in the bank of the unlimited future of our city.





Design Challenge . . .

(Continued from Page 15)

These are the design challenges of our day. I'm quite confident that unless we ourselves recognize them, no one else will. I'm sure there's nobody — no bank, no patron, no government official — who will tell us these are the tasks we have to accomplish. We have to find this out ourselves; and we have to undertake to solve these problems on our own initiative.

If we do, Sputnik isn't any threat at all. People throughout the world are waiting eagerly to learn that out of America is coming a competence with its resources which can bring a higher standard of living to them — that we are really packaging it up and that it's coming by air.

And it is coming fast. We've discovered how to produce some kinds of these structures — 30,000 per day on one machine, each with 1400 square feet of floor space. They are so light they can be flown to any place on the face of the earth. Therefore, we know we can rapidly send space control to any people, by virtue of which they can meet all standards of living requirements.

So, it seems to me we are not talking about tomorrow's design. I don't know any way to state our challenge except in terms of our total relationship to the world and whether we're going to be derelict — or whether we are going to meet that challenge. And I'm perfectly sure we are not going to meet it except right here.

Mr. Fuller had indicated his willingness to discuss questions directed to him. Four were asked; two by the panelists, two from his audience. Since the speaker's answers seemed to be significant developments of some points touched on during his Seminar speech, they are reproduced here as recorded with the same qualifications relative to editing as have been previously noted relative to his speech.

Q.—*In the past 25 years has the architect made any significant progress in designing buildings to suit man's environment, or has that progress been so extremely small as to be scarcely worth mentioning?*

A.—I'd say that physical results are more pleasing, but that weight of proponents per pound gained has been approximately nil. I don't think we are doing more with our resources. I think we are doing less — not because of any lack of interest on the part of the architect, but because architects don't really design their buildings. The clients design them in advance. They say where they are to go — and on that particular street the town has already set the dimensions. And you have to work in terms of Sweet's catalog; so there are few variables permitted. I don't blame the architect at all. I think architects have gone through a tremendous educational experience in the last quarter-century.

But something is going on. At your meeting here are many students from the University of Florida. This is fairly typical of meetings I've attended around the country. I meet students who are keenly interested in how they are going to get somewhere and very eager to take on responsibility right at the student level — where it probably will have to be taken on. I'm very much impressed with these students.

Once you're a practicing architect, you don't have much opportunity left for research and development or investment of your own time to move ahead, even though you see this would be profitable. What you can do is to develop important relationships with your university. There exists some time, some buildings, some apparatus — with nobody to say you have to please any patron at all.

You, as architects working with your university, could make it possible for your architectural students to carry on such important work as to make really great contributions. Once your research and design group has come to some resolveable conclusions and can make some drawings and models and working experiments — that is the biggest thing of all — they can claim to society: *Here's an apparatus; here's a plan; here's a design that will give you such-and-such an ability.*

Society may say "*I don't like that kind of thing*", or it may say "*This is an emergency*" — and society wants you. That's what's happening in my own case. After 30 years of working on how to meet an arctic environment, I suddenly found myself asked to produce raydomes to protect radar equipment on our northern perimeter of defense from Greenland to Alaska. Now our structures are up, designed and tested for 310-mile-an-hour winds. At Okinawa two others recently went through 180-mile winds in one of the most severe typhoons ever to hit Okinawa.

So as a result of really going into anticipatory research and development, I find I'm now being called on in emergencies to solve some problems. The Government needs to send some buildings to trade fairs around the world — and suddenly discovers that unless it does so within 30 days, Russia will move in and we are going to lose Afghanistan. So I get a call: "*Can you give us a 100-ft. clear-span building that can go in one airplane and manufacture it to get it over there in 30 days — and so simple that natives can put it up?*" And I couldn't have done it in 30 days if I hadn't been working on it for 30 years.

If you as architects will work in your universities to foster your students' research and development work; if you will make this actually a part of your intimate life — you yourselves stating the problems — and convince the university that you really mean it, great resources are there which can be put to work. And you may really have some answers when the emergencies come.

Q. — *Where are we going to achieve the economy to make the public recognize the value of saving to make our cars smaller, less gaudy; to make our homes simpler; to make our utilities more economical? How is all this to be attained in a land of plenty?*

(Continued on Page 28)

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A. — I'm impressed with the fact that Volkswagons first appeared primarily as purchases of students. Apparently the vigorous appetite of young people I've encountered at universities includes a sense of economy. Also there's a very potent sense of non-inferiority complex in this new young generation that is not concerned with buying tools which are also symbols of yesterday. To the older generation the great, heavy, gaudy cars are in some way gratifying as symbols of success, of a new freedom from want and suffering. Some sense of deficiency seems to be satisfied in an innocent way by the almost a ton of superfluity of our cars — which the younger generation, without the need for an identity with symbols, doesn't feel is necessary.

So I feel that is one of the answers. There is an appetite on the part of the new young world for things that work well. I quote you Mr. Emerson's concept that *"Saying the most important things in the simplest way is poetry"*; and I think as we get over the idea that the things and services we buy must be symbols or propaganda to say we are important because we own or occupy them, we'll begin to defer to the larger pattern — as, for instance, we do with our own bodies.

Suppose we had no tongues in our mouths. And somebody came as a tongue salesman. He writes you — for you have no other way of communicating — *"Just buy this and stick it in your mouth and you'll be able to do some talking!"* I don't think many people would buy tongues — or their own kidneys, or any of their apparatus. The fact is this apparatus — with over a billion atoms associated and actually performing in our total complex — is so coordinated that as you and I talk we are unaware of having a tongue except as we bite it or burn it, or an eye except as we get a cinder in it. These things work so well they become diffused and submerged in the totality, something greater.

I'm quite sure that as we get a proper answer to the living problem in terms of the technology of structures and mechanics, we will begin to be much more aware of the new pattern that will be made possible by it. That is really enjoyment of the whole. We will have lots of time for digging up old cities, for preserving the many buildings which should be preserved, for really holding and freezing the history of man on the face of the earth — his wonderful struggle and his wonderful ingenuity. We'll have lots of time and disposition to preserve well. And we will not be fooled by confusing the technology itself, as tool, with the end-kind of satisfaction for life.

I think the architecture of tomorrow is the architecture of life rather than of death. Rather than being a static kind of architecture, I think we're going to be developing instruments; and, as in orchestration, the music is going to come out of the availability of the instruments themselves. There's a new kind of composition of the great synergetic whole. It's going to be the great surprise of tomorrow.

Q. — *In view of the new speeds you've spoken of, how are we going to stand the impact of all this in the future?*

A. — The Newtonian norm, the great norm of academic science, was — up to the time of Dr. Einstein — the first law of motion: A body persists in a state of rest, or in a line of motion, except as affected by another body. That first norm — rest — is gone. Man hasn't done away with it because he didn't like it. It hasn't become obsolete. It just was never true.

It has been discovered that what we call "at rest" is simply a chip on the shoulder. Man on the earth's surface is revolving at 5,000 miles per hour and whirling through space at other great speeds. Dr. Einstein showed us that the only norm which was tangible at all was the norm of the velocity of unfettered energy itself, which is radiation — 186,000 miles per second. This is normal.

You ask how we are going to adjust ourselves. I'd say any time you stop seeing at 186,000 miles per second, you are going to be quite jarred! We are very used to that. You ask if man will be able to adjust himself to the normality of barriers, whatever they may be; if he can get on with reality instead of myths. I suggest to you that he's losing nothing, because the things he has deemed reliable simply were not true. Nothing has been destroyed; it never was true — like the law of conservation of parity which just didn't exist. So you give it up; and suddenly there is revealed a whole pattern of great orderliness. I suggest to you that man is going to get on very well; because velocity itself is normal.

Q. — *What is the trend of contemporary design in Florida — are we more open or what?*

A. — I'd say the whole of design is opening up. First we were greatly inhibited. Men lived outdoors hunting under adverse conditions and were glad to get into the cave and shut off the outdoors. Gradually they spent less time in the open and began to want windows. Then they began to put porches on their houses. And then they put wheels under the porches and went off on the highway. That's what we call the automobile — a piece of the house rolling down the street.

Now we are very open. And with most of the houses it's hard to tell whether you're looking at a furniture store or whether you're looking at somebody's house — they've got those great windows displaying wares.

I don't think there is too much readable in this trend outside of saying it's quite wonderful how many human beings are able to come to Florida. That is the openness and significance of Florida — that in due course we will learn to do extremely well with all its resources; that there will be great sympathy; and that possibly some early experimentation of some very new ways of doing things are going to occur here. And that can quite probably be.

Convention Was Host To Local, National VIPs

In addition to the list of distinguished speakers at the Convention's Seminar sessions — R. BUCKMINSTER FULLER, EDWARD COHEN, DR. ALBERT G. H. DIETZ and MAURICE E. H. ROTIVAL — the 43rd FAA conclave was honored by a number of other equally distinguished visitors. Among them were three of the AIA's top administrative staff — LEON CHATELAIN, JR., FAIA, AIA President who is rounding out his second term in that office; EDMUND L. PURVES, FAIA, Executive Director of the AIA, who is in charge of all AIA administrative activities in Washington; and GEORGE T. ORICK, AIA Public Relations Coordinator.

President Chatelain spoke briefly to the Convention during the President's Luncheon on Friday, November 8. He had high praise for both the content and the conduct of the Convention — and seemed particularly impressed with the Red Coats of the committeemen, commenting that he had at first taken the wearers for members of "The Clearwater Valley Hunt Club."

A former top-committeman of the AIA, BERYL PRICE, spoke on the conduct of Chapter Affairs at a breakfast conference Friday morning. Though special notice of this event had been sent to all Chapter presidents and committee chairmen, attendance at the affair was disappointingly small. Price named three things as of top importance to progress of any AIA Chapter: A strong local P/R program; a continuous and personal contact of all members with community affairs and personalities; and a consciousness of the overwhelming importance of good design and professional performance.

SANFORD W. GOIN, FAIA, greeted the Convention as Regional Director of the AIA; and Hon. LEWIS HOMER, Mayor of Clearwater, voiced the community's welcome to convention delegates at the Keynote Luncheon on Thursday. Dr. TURPIN C. BANNISTER, FAIA, spoke at Saturday's luncheon, not to summarize the seminar discussions as originally planned, but to present the background details of the research program — Florida Foundation for Advancement of Building.

News & Notes



A check for $1,000 donated by the Florida South Chapter to the U/F College of Architecture and Fine Arts is the first of what is planned as a yearly contribution to establish a "Florida South Chapter Architectural Enrichment Fund." The money may be used to augment educational facilities of the College as may be deemed desirable by a committee of the faculty headed by Dean Turpin C. Bannister, FAIA. Here Dean Bannister, left, receives the check from Wahl Snyder, president of the Florida South Chapter.

Trade Recognition Custom Is Expanding

The practice of architects giving some tangible recognition to high-quality trade craftsmanship is happily growing in our state. A number of Chapters — notably Florida South and Palm Beach — hold an annual craftsmen's award ceremony. This year Mid-Florida started what is planned as an annual Awards Banquet to honor outstanding performers in both general and sub-contractors groups. Details of the event will be published in the January issue.

Florida North is also considering the idea of honoring outstanding local citizens with AIA medals. But so far no Chapter has instituted the practice — which has become an annual custom in other localities — of awarding Citations of Design Excellence to both architects and owners of buildings.

Broward To Be Hosts For 44th Convention

In the near future Broward County President Morton T. Ironmonger will name a Convention Committee to represent the Chapter as hosts to the 44th Annual FAA Convention, the site for which will again be a Miami Beach hotel. The move back to the Miami area was dictated by the need for larger convention quarters as a result of the great expansion of convention activity in the last two years.

The Broward County Chapter will be the first to operate as Convention Hosts under the new, streamlined method of conducting conventions



now being planned. Responsibilities for detailed conduct of the Convention will rest on the FAA Convention Committee and the Executive Director's office. This means that the busy architects of a host chapter will be freed of most operating details.

Dues Are Overdue Again

Though the record of payment of FAA dues is above the average for this year, FAA Treasurer MORTON T. IRONMONGER is still awaiting a substantial amount of 1957 dues from Chapter treasurers. He asks for cooperation in getting all dues in so an audit will show no arrears.

New Offices

A. ROBERT BROADFOOT, JR., formerly School Architect for Duval County, announces the opening of his own professional office at 5557 Arlington Road, Jacksonville, Florida.

FRED G. OWLES, JR., has established an office for the general practice of architecture at 1401 Edgewater Drive, Orlando. He was formerly chief of the architectural department of the Aerojet-General Corp. at Winter Park.



The Students' Own Column

By LOUIS C. GEORGE

The Student Chapter and Junior Associates of the AIA were hosts at the convention breakfast which began at 8:00 a.m. Saturday, November 9, 1957. It was held at the Skyline Room at the Fort Harrison Hotel in Clearwater and to our amazement was filled beyond capacity necessitating use of the lobby to accommodate all guests which totaled 85.

The discussion began with an introduction of the panel and their subjects by GORDON T. JOHNSON. JOHN T. FAIRFIELD presented a short history of the birth of the Architect in Training Program and a preliminary introduction of the system was given by DAVID R. GODSCHALK. Other members of the student panel were RONALD W. ROBINSON, who presented the views of the employer in relation to the program; THOMAS P. DOLLE, who presented the views of the candidate; RAYMOND M. POELVOORDE, who presented the views on the continued education that this program includes; LOWELL L. LOTSPEICH, who explained the use of the documents contained in the log book, and RONALD D. GARMAN, who outlined the steps to be followed in the participation of this program for the candidate.

Faculty members of the University of Florida and other guests at the breakfast were very complimentary to the students. They have called this breakfast and the panel discussion of the Architect in Training Program a huge success in the right direction.

We, the students, and Junior Associates as well, must thank the Red Coats of The Florida Central Chapter for their complete cooperation in making this affair a wonderful success.

On the 15th of November, a burst of sustained applause issued from a drab room in the Architecture building. It was "finis" to the amazing five days which R. BUCKMINSTER FULLER gave to us. That applause, certainly not the first heard during his visit, while marking the end of his physical presence here, certainly does not mark the end of his emotional presence.

The students and faculty here are bound to be affected in some measure by such a dynamic person. While many things Mr. Fuller said were not fully comprehended, he did excite the imagination of many and caused a small renaissance in thinking among the students. Talk turned from trivia such as due dates, grades, and "what projects are next" to hitherto unapproachables as the Dymaxion Creed, Energetic and Synergetic Geometry.

Mr. Fuller started his visit with an open lecture at the Law Auditorium on Monday, November 11th. He held an audience of nearly 100 for three and a half hours. Each day during the week he spent entire mornings and afternoons lecturing to the classes in the Architecture building. Wednesday evening saw another lecture held in the Florida Student Union building — to which architects as well as students were invited. This lecture got under way about 8:00 p.m. and ended at 11:00 p.m. — at which time, the entire audience moved en masse to the Architecture building, where Fuller continued until 1:30 in the morning. A tired but enthusiastic group of students showed up for 8:40 classes on Thursday morning.

So ends "Bucky" Fuller's visit to the University of Florida. Good-by to a "comprehensive designer," and as one student found out, to a ballet fan and a rock and roll enthusiast as well.

The next personality in our excellent guest program will be MAX ABRAMOVITZ of Harrison and Abramovitz, New York City, who will be at the University from December 2nd through December 6th. We are sure Mr. Abramovitz will prove interesting, and we are certainly looking forward to his visit.

Chalk-talk by Rotival Interesting Highlight Of Planning Seminar

If men of vision, courage and understanding could somehow prevail over the force of politics at city, county and state levels, possibilities in our communities for a better future would be almost without limit. That was the main thesis of MAURICE E. H. ROTIVAL's discussion of Planning at the 43rd FAA Convention Seminar Friday afternoon, November 8th. The French-born consultant, whose talent for bringing vast dreams into economic realities has been demonstrated all over the world, held a record-breaking seminar audience riveted as he chalk-talked his conviction that American cities can cure their own ills if they have the "heart" to do so.

Florida cities are still young enough to have a "marvelous chance" to avoid the drastic measures Rotival used in Caracas, the planner said. In that South American city dynamite was used to clear out the jumbled mass of construction. Florida also has the climate and the "overall environment" to justify redevelopment of her communities along lines of better, more efficient design. But Miami, the speaker said, was well along on what he called "a cancerous growth with no meaning at all."

Throughout his heady talk Rotival mixed emotion with example. He pointed out that planning is difficult at best because the city is not a static problem but a "living organism." The urban patterns typical of American cities today, Rotival said, "are not worthy of American life," but the promise of betterment is worth fighting many factors to obtain — including "our own women who are trying instinctively to hold on to the past."

The speaker characterized the planning process as the job of finding the trouble spots, diagnosing the city's ills, setting objectives for improvement, selecting solutions to accomplish an objective program and collective action to get it going. Rotival warned about "organizing the people" instead of organizing the community facilities which can bring more freedom and enjoyment to people.



Maurice E. H. Rotival, AIA, international planning consultant and Seminar speaker on the Challenge in Planning.

He cautioned his listeners also about forcing ideas of planning on any community. He advised them to get someone else to sponsor the planning activity. "The genius of the planner is the thesis," he said. "If your name appears as a planner, you're doomed."

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Producers' Council Program



Anthony L. Pullara, AIA, Awards Chairman for the 43rd Annual FAA Convention and member of the Tampa architectural firm of Pullara, Bowen and Watson, presents the FAA's traditional Exhibit Award to Bob Saffell, head of Arcadia Metal Products' Southeastern Branch, with offices in Miami. The award is in the form of an engraved stainless steel placque, and it is given yearly by the FAA Convention Committee to the product exhibit judged tops in display and educational character.

Arcadia Metal Products Wins Convention Award

One of the most recent additions to the Miami Chapter's membership roster walked off with top display honors at the Building Products Exhibit which formed an important technical backdrop for the 43rd Annual FAA Convention at Clearwater last month. Bob Saffell, head of Arcadia Metal Products' Southeastern Branch, was completely surprised, but understandably pleased, to learn his display had been judged as tops of the exhibit which included 62 booths.

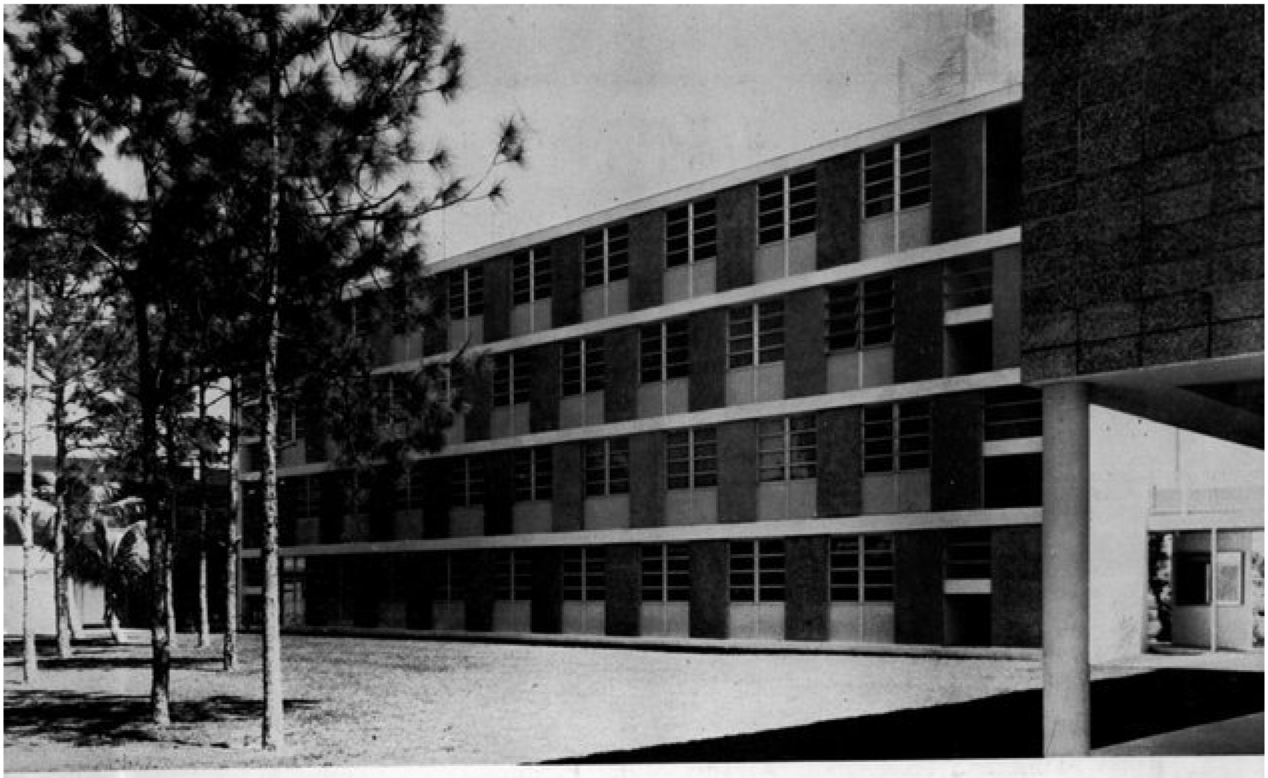
Products and services of more than 65 companies were represented in the exhibit. The award, now a traditional custom of the annual Convention of the FAA, is selected on the basis of "Excellence of display, educational emphasis and character of representation."

Annual Joint Meeting Of Chapters Proposed

It has been suggested to Miami Chapter President Fred W. Connell that the two Florida Chapters of the Producers' Council plan for a yearly joint meeting to coincide with the Annual Convention of the FAA. This, in effect, would make possible a "convention" of Florida members of the Producers' Council, to echo on a state-wide basis the gathering of the National Producers' Council in conjunction with national AIA annual conventions.

Connell said he believed the idea had merit and many possibilities for achieving a closer liaison between practicing architects and product representatives of nationally recognized organizations. He indicated he would bring the subject before the executive board of the Miami Chapter; and if the idea were approved in principle by that body, would suggest acceptance also by the Jacksonville Chapter.

It was pointed out that such a joint annual meeting would enable members of both Producers' Council chapters to discuss, on a local, state-wide basis, such matters as regional promotion activities, technical selling problems particular to the Florida region and methods to ensure better cooperation between various sales offices. It would also give representatives opportunity to meet many of the State's top-ranking architects at first hand. Coupled with these points was the possibility of developing better exhibits at lower costs through cooperative participation.



UNIVERSITY OF MIAMI LAW BUILDING
Curtain Wall by Ludman
Architect: Robert M. Little, Miami, Fla.
Contractor: Fred Howland, Miami, Fla.

the architect's vision sets the pace for the future...

by Lawrence Field

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